

Week 7: Launching & Measuring Success One-Hour Lesson Plan

Theme: Putting it into action + learning from impact

Objectives:

- Learn how to launch a campaign online
- Explore metrics for success (engagement, reach, conversions)
- Reflect on success, failure, and growth

Total Duration: 60 Minutes

1. Warm-Up Prompt (0–5 minutes)

Prompt: “What does a *successful* digital campaign look like to you? How can we tell if something actually made an impact?”

Format: Quiet journal response or quick share-out

Materials:

- Notebook or journal

2. Mini-Lesson: Launching a Digital Campaign (5–15 minutes)

Topics to Cover:

- Key elements for a smooth launch: prep, timing, visuals, call-to-action
- Intro to metrics: reach, engagement, clicks, shares, sign-ups
- Share a campaign that failed or succeeded — ask why

Materials:

- [Launch Checklist](#) (printed or digital)

3. Campaign Metrics + Dashboard Tour (15–30 minutes)

Instructions:

Walk students through a simple metrics tracker (e.g., impressions, likes, link clicks, comments)

Use real or mock data for demonstration

Discuss: What should we measure? What does each number mean?

Materials:

- Metrics Tracker Worksheet
- Example screenshot or dummy data

4. Campaign Launch Simulation (30–40 minutes)

Activity:

Students participate in a mini-launch challenge. Options:

- Post/share a campaign visual or message to a platform
- Mock launch using Google Slides, Padlet, or print materials
- Predict potential engagement based on their plan

Materials:

- Campaign visuals from previous weeks
- Social platforms, Google Slides, or Padlet
- Launch Checklist

5. Reflection Writing: What Worked? (40–50 minutes)

Prompt:

- What surprised you during your mini launch?
- What metrics do you think mattered most?
- What would you change next time?

Format: Individual journaling or pair discussion

Materials:

- Notebook or digital doc

6. Group Wrap-Up + Discussion (50–60 minutes)

Guiding Questions:

- How can we learn from low engagement or failure?
- What does *growth* look like in activism?
- Should impact always be measured in numbers?

Materials:

- Discussion prompts on the board/screen

Documents to Use

- [Launch Checklist](#) (pre-launch tasks, posting strategy, links)
- [Metrics Tracker Doc](#) (columns for date, platform, post, reach, engagement, notes)

Resources:

- [Google Analytics for Beginners \(Google Skillshop\)](#)
- [Virtual Voices – Social Media Revolution \(Article\)](#)

- [How Activists Subvert Social Media Censors – CBC News](#)
- [Center for Artistic Activism – Measuring Impact](#)
- [DoSomething Impact Metrics Examples](#)